

## Message Text

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PAGE 01 MANAGU 01676 100218Z

12

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

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R 091804Z APR 76

FM AMEMBASSY MANAGUA

TO SECSTATE WASHDC 9691

INFO AMEMBASSY GUATEMALA

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

UNCLASFMMANAGUA 1676

ATTN: FOREIGN BUYER PROGRAM

EO 11652: N/A

TAGS: BEXP BTRA NU

SUBJECT: FOREIGN BUYER PROGRAM (FBP): PROMOTION OF US TRADE

SHOWS FOR FY 1977

REF: (A) STATE A-1615, (B) 75 MANAGUA 4063

1. MANAGUA WILL ACTIVELY PROMOTE THE FOLLOWING SHOWS AND REQUESTS  
BROCHURES AS INDICATED:

INTERNATIONAL MACHINE TOOL SHOW, SEPT. 8-17, 1976 - 50

BROCHURES.

FOOD & DAIRY EXPOSITION, OCT. 10-14, 1976 - 250 BROCHURES.

AMERICAN TEXTILE MACHINERY EXHIBITION, OCT. 21-29, 1976 - 100

BROCHURES.

PACKAGING U.S.A. EXPOSITION, OCT. 25-29, 1976 - 250 BROCHURES.

INTERNATIONAL AIR CONDITIONING EXPOSITION, FEB. 14-17, 1977 -

200 BROCHURES.

INTERNATIONAL TRUCKING SHOW, MARCH 30, 1977 - 100 BROCHURES.

KNITTING ARTS EXHIBITION, MAY 1-6, 1977 - 100 BROCHURES.

NRA RESTAURANT, HOTEL-MOTEL SHOW, MAY 21-25, 1977 -

100 BROCHURES.

APARTMENT BUILDING EXPO, MAY 23-25, 1977 - 100 BROCHURES.

NATIONAL COMPUTER CONFERENCE, JUNE 13-16, 1977 - 50

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BROCHURES.

NATIONAL HOUSEWARES EXPOSITION, JULY 11-15, 1977 - 200

BROCHURES.

NATIONAL HARDWARE SHOW, AUG. 22-25, 1977 - 150 BROCHURES.

2. WILL ATTEMPT TO PROMOTE BUYER GROUP TO ATTEND FOOD & DAIRY EXPO '76, OCT. 10-14. WE WILL CONTACT TRAVEL AGENCIES IN ORDER TO COORDINATE A PROMOTIONAL EFFORT.

3. IN ALL CASES OUR PROMOTION WILL CONSIST OF A MAILING OF BROCHURES, LISTING IN COMMERCIAL NEWSLETTER, AND PRESS RELEASE. PERSONAL CONTACTS MAY BE MADE WHERE APPROPRIATE, AND AN ALL-OUT EFFORT WILL BE MADE FOR THE FOOD & DAIRY EXPO, INCLUDING SHOWING OF THE "MARKETPLACE U.S.A." FILM (FILM ALREADY ON HAND). ALL SUPPORT FROM COMMERCE, SUCH AS FTI LABEL ADDRESSES, PRESS RELEASES, PHOTOGRAPHS, ETC. WOULD BE MOST HELPFUL.

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## Message Attributes

**Automatic Decaptioning:** X  
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**Current Classification:** UNCLASSIFIED  
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**TAGS:** BEXP, BTRA, NU  
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